

Message Text

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PAGE 01 TEGUCI 04233 091623Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----031941 100206Z /65
R 091439Z SEP 77
FM AMEMBASSY TEGUCIGALPA
TO USDOC WASHDC
INFO SECSTATE WASHDC 7800

UNCLAS TEGUCIGALPA 4233

E.O. 11652: N/A
TAGS: BBSR, HO
SUBJ: WTDR/FTI: LA ECONOMICA AGENCIA MERZ, S.A.

REF: USDOC 15038

1. HONDURAS

OFFICE USE: 2. 215 3. 0020100 4. 01

5. ECONOMICA AGENCIA MERZ, S.A. (LA)

6. P.O. BOX 467, 3A. AVE. BARRIO ABAJO

7. TEGUCIGALPA

8. CONTACT: SALOMON D. KAFATI

9. TITLE: PRESIDENT AND GENERAL MGR.
OTHER OFFICIALS ARE: EDUARDO KAWAS, VICE-PRESIDENT
AND NICOLAS ATALA, MGR.

10. PHONE: 229215 11. TELEX: NA

12. CABLE: MERZ

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13. ESTABL: 1963 14. EMPL: 163 15. SIZE: LARGE

16. REPUTATION: Y-EXCELLENT 17. RPT. DATE: 09/77

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. 5

23A. 37110-135EF RET, DIST, AND IMP. OF MOTOR VEHICLES.

23B. 37141-135EF RET, DIST, AND IMP. OF PARTS AND ACCESSORIES FOR
MOTOR VEHICLES.

24. FOREIGN SALES: LOCAL ONLY

25. FINANCIAL REFS: BANCO ATLANTIDA, BANK OF AMERICA, BANCO DE
LONDRES Y MONTREAL LTDO., BANCO DE EL AHORRO, BANCAHSA, ALL IN
TEGUCIGALPA.

26. TRADE REFS: VOLKSWAGEN INTL., HAMBURG, W. GERMANY.

27. FOREIGN FIRMS REPRESENTED: VOLKSWAGEN INTL., HAMBURG, W.
GERMANY.

28. POST EVALUATION: THIS FIRM FORMERLY OWNED BY MR. MERZ
(RETIRED) WAS BOUGHT BY MR. SALOMON KAFATI AND TRANSFORMED
IN A CORPORATION WITH THE FOLLOWING SHAREHOLDERS: SALOMON
KAFATI, SHUCRY KAFATI, NICOLAS ATALA, BISHARA KAWAS, EDUARDO
KAWAS AND THEIR RELATIVES. THE FIRM DISTRIBUTES EXCLUSIVELY IN
THE CENTRAL, EASTERN AND SOUTHER PARTS OF HONDURAS VW VEHICLES.
MODERN AND LARGE INSTALLATIONS ARE LOCATED IN THE COMMERCIAL CENTER
OF TEGUCIGALPA. THE FIRM HAS SEVERAL OTHER AFFILIATED COMPANIES
INCLUDING LA CASE DE LA MUSICA (DISTRIBUTORS OF HOT POINT IN
TEGUCIGALPA), REASA (DISTRIBUTOR OF MAZDA AND CHEVROLET IN
TEGUCIGALPA), SALOMON D. KAFATI & CIA. (DISTRIBUTOR OF VW IN
SAN PEDRO SULA) AND INVESA (DISTRIBUTOR OF CHEVROLET AND MAZDA
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IN SAN PEDRO SULA). ALL THESE COMPANIES ARE OWNED BY THE SAME
SHAREHOLDERS OF AGENCIA MERZ. THE FIRM ENJOYS AN EXCELLENT
REPUTATION IN LOCAL BANKING AND COMMERCIAL CIRCLES AND IT IS
HIGHLY RECOMMENDED AS A SUITABLE TRADE CONTACT FOR U.S. FIRMS.
WORKING CAPITAL IS US\$ 1.3 MILLION; SALES VOLUME FOR 1976:
3.6 MILLION.

29. PREP: J.J. ORTUNO, APPR: BY: M.T. KROMHOUT.
STAHLMAN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 09-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TEGUCI04233
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770328-0111
Format: TEL
From: TEGUCIGALPA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770978/aaaacomc.tel
Line Count: 103
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 01fe0d49-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1322494
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI: LA ECONOMICA AGENCIA MERZ, S.A.
TAGS: BBSR, HO
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/01fe0d49-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
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22 May 2009
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